



**2012 Whatcom County Goal: \$135,000**

**Achieved: \$164,467**

**2012 United Way of Whatcom Co. Goal: \$40,000**

**Achieved: \$44,258**

## **CFD WHATCOM COUNTY EXECUTIVE COMMITTEE SUMMARY NOTES**

**Wednesday, January 23<sup>rd</sup> • 12:00 – 1:00pm**

**United Way Office**

**1511 Cornwall Avenue, Bellingham**

**Members Present:** Irina Andrukov, Wendy Bohlke, Rich Emerson, Nicole Goodman, Cynthia Hoskins, Philip Kerrigan (via phone), Keri Parriera, Craig Perry-Ollila, Traci Taylor, and Sara Wilson

### **I. 2012 campaign results**

Committee members reviewed three reports of campaign results: (1) Whatcom County campaign results organized by county agency (includes 2011 and 2012 comparisons), (2) a 2012 agency report (provides a 2012 breakdown by donation type, e.g. check, limited time deduction, etc), and (3) a donation summary of pledge amounts to the United Way of Whatcom County and its partnering charities.

While individual campaigns experienced gains and losses in donation and/or participation rates, the overall results for the county were exceeded by large margins and the campaign ended collectively on a very positive note. Note: county results in top right hand corner above.

Committee members commented that the “I Give” theme was very well received at their agencies/colleges and that it should be continued. BTC staff noted that they used the theme to create individual posters that faculty and staff could post outside their office locations with their picture and the theme. They found that to be very helpful to their campaign, to add a personal touch to the campaign this year, and to be attractive in soliciting additional campaign volunteers (5 this year who will continue in 2013).

Philip noted that the state office would be sending out a campaign feedback in the coming days, which included a question regarding theme. All committee members are encouraged to participate in the survey.

Philip added that they hope to gather additional information via the survey on the overall campaign efforts and the Holiday Guide initiative. The guide had “high hits” on the website but questioning whether to continue and/or to provide a print version in 2013. Committee members were in support of continuing the Holiday Guide but, based on feedback from employees in their agencies/IHES, would have liked to (1) have information earlier to push out to employees, (2)

have more giving options relevant to geographic region, and (3) have sort options by county to make it easy to find local giving opportunities.

## II. Awards categories and selection

Sara recapped the categories from 2011 and the following selections were made:

### Employee Participation

- Greatest increase for agencies with less than 50 employees: Dept. of Revenue
- Greatest increase for agencies with more than 50 employees: DSHS

### Contributions

- Greatest increase for agencies with less than 50 employees: Dept. of Revenue
- Greatest increase for agencies with more than 50 employees: Bellingham Technical College

**Newcomer Awards:** Not applicable this year

### Committee members approved the following additional awards:

**Banner Year Award** (provided to an agency/institution that just had an outstanding year):  
Bellingham Technical College

**“No Boundaries” Recognition** (a way to honor collectively the donations of Whatcom County employees to a cause external to the county. This recognition will be represented via a plaque honoring the cause and donation amount per year and will rotate among agencies.) This year’s cause: Hurricane Sandy. **Action Item:** Philip will work to get a county figure but did note that Western Washington University will receive state recognition as collecting the largest number of donations for this relief campaign (\$5700 of the total state collected amount).

## III. Recognition Event: Location, schedule, invitees

Bellingham Technical College has agreed to host this year’s event in Settlemyer Hall (in the Campus Center).

Last year’s agenda was reviewed with discussion of possible revisions and/or other aspects to consider. New ideas/changes discussed:

- **Music:** Include piped in music during networking/reception time; Wendy to provide ukulele entertainment/singalong towards the conclusion of the event.
- **Food:** Host a nice reception with finger foods, sparkling cider and other options. **Action item:** Craig, Traci and Sara will work with BTC on this assuming we need to use their catering services and can bill directly to CFD. If not, other options to be explored.
- **Media Coverage:** Have a photographer for the entire event and issue a press release. **Action item:** Sara will speak with Western’s University Communications Office about the possibility of a staff member and/or student attending and following up with media coverage.
- **Points of Pride:** Include highlights in the event (e.g. 3 IHEs together exceeded county goal, iPad winner, DOR fundraising, Ecology progress, Hurricane Sandy video that SOS created) beyond the awards.

- **Speakers:** Limit the presentations to one agency speaker. Several ideas were presented (Stacey Rice, new ED at American Red Cross; new principal at WK Elementary; Eileen Coughlin, UW board member on early childhood learning program, etc.) **Action Item:** Sara to follow up and secure a speaker.
- **Raffle Prizes:** Desire to continue. Wendy will donate primroses for the tables and Sara will provide a gift basket. **Action Item:** Committee members are asked to please email Sara ASAP with any item(s) you can contribute.
- **Attendees:** Committee members supported the idea of expanding the invitation list to include county charity recipients and key leadership/volunteers at varying agencies/IHEs. **Action Item:** Goal to add 2-3 members attending from each agency/IHE. Rich will provide a contact list for UW partnering agency head of contact so Sara can send an invitation.

#### **IV. Selection: County Chair for 2013**

As Nicole Goodman will assume the role of WWU Campaign Leader for 2013, Sara agreed to serve a second term as the County Chair and would like to explore county committee goals at a future meeting.

#### **V. Other Business**

- **United Way Staffing Updates:** Rich announced that he will be leaving the agency sometime in March to pursue other opportunities. Committee members thanked Rich for his contributions to the committee and assured him that a representative from United Way would continue to work with CFD and its efforts to support the United Way's fundraising needs and the needs of Whatcom County residents via their services and those of their partnering agencies.
- **United Way Annual Award Event:** Rich shared that the CFD county committee would be receiving a "Live United" award at their annual event on March 14<sup>th</sup> at the Lakeway Inn. Rich will send more information regarding event registration. **Action Item:** Committee members are asked to indicate their interest to Sara in attending to see if we could assemble a table (8 people) for the evening.